

December 17, 2018

Des Moines Business Publications  
Forty Under 40 Review Committee  
100 - 4<sup>th</sup> Street  
Des Moines, IA 50309

Dear Members of the Forty Under 40 Committee,

It has been my privilege to know and work with Matt Blake on the Urbandale 4<sup>th</sup> of July Celebration committee. The committee puts together the largest celebration in Urbandale each year, helping to provide entertainment and memories to thousands of residents. This committee is comprised solely of volunteers and I can only speak of Matt with highest regards when it comes to this area of his volunteerism. Knowing Matt, I am sure he is involved in other organizations.

Matt has been a member of the Urbandale 4<sup>th</sup> of July committee for the past 3 ½ years and the past two years he has taken on the role of Chair.

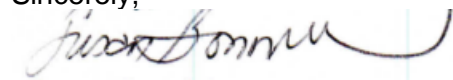
Matt has brought a new energy to this volunteer committee of 15-20 members. When he joined the committee, he dove right in and assisted with "THE PARADE". He immediately transformed what was done with pen and paper to an electronic format which made everyone's job easier.

As Chair he has:

- Been able to attract new committee members to become involved and encouraged them to take on leadership roles.
- Incorporated technology into the mix for registrations, social media updates on Facebook and other outlets.
- Brought a business sense to the "organization" and opportunity to give a fuller picture of what it's future holds.
- He has embraced new ideas and empowered other committee members to do things different when it makes sense.
- Electronic registration and payments are on the horizon.

I have witnessed his passion and leadership skills on every aspect of this celebration and feel he is very deserving of being one of your Forty Under 40.

Sincerely,



Susan Bonnicksen  
Independent Sales Consultant  
Superior Printing and Promotions

Urbandale Chamber of Commerce-Board Director  
4<sup>th</sup> of July – Committee Member  
17 in 17- Business Journal Recipient